

how is your brand packaging?

Evaluating the strength and relevance of your brand's package

7 questions, 7 minutes and you can give your brand package a quick diagnosis. Answer each question on a scale of 0-5, with 5 being "I strongly agree" and 0 being "I strongly disagree."

_____ **My package communicates our brand story.**

Brands tell consumers a story, a promise. The package should communicate the brand's vision and what unique experience it delivers.

_____ **My package expresses our brand personality.**

The package's visual style and written words express the tone and personality of the brand. This personality aligns with the brand story in a genuine way.

_____ **My package conveys our unique position.**

The package identifies for customers how the brand is different.

_____ **My package look and feel is distinctive and ownable.**

The colors, the style, the graphics are unique and truly different. If the logo is covered, the customer still recognizes the brand.

_____ **My package uses materials and structures to its advantage.**

The materials and shape make the package instantly recognizable. The type of material(s) demonstrates leadership in eco-friendly solutions.

_____ **My package appeals to multiple senses.**

Brands frequently rely only on visual cues, yet customers also experience packages from other senses, including touch, smell and sound.

_____ **My package, as experienced by my customer, aligns with our brand strategy.**

Your customer understands the continuity of the brand elements, the brand story and the brand experience.

_____ **Total Score**

30-35

You clearly understand how your brand package functions and its essential role in communicating your brand story and personality. Your customers know your brand and why they select it. Continue to focus on what keeps your brand fresh and relevant.

20-29

You have the key components of a good brand package. With a few modifications, your brand package's position can be improved and more competitive.

< 19

It's time to have a critical conversation about your brand package. You have either miscalculated the psychographics of your customers, or you have failed to articulate what makes your brand unique and desirable.